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eBiz Newsletter, August 2011



Business Resources



Increase Your Retail Sales This Holiday Season!

We know increased holiday sales are important to retailers. If you're looking for opportunities to boost your holiday marketing, this workshop is for you. Topics will include:

- Creating a holiday marketing plan
- Leveraging traditional and new marketing tools to increase holiday sales
- Using the holidays to increase the value of your brand



Attendees will have the opportunity to sign up for a FREE site visit by the Alameda County Small Business Development Center's retail Business Advisor to discuss customized ways to increase sales this holiday season.

Thursday, September 15, 8:30 a.m. - 12 Noon
Fremont City Hall, City Council Chambers
3300 Capitol Avenue
Fremont, CA 94538

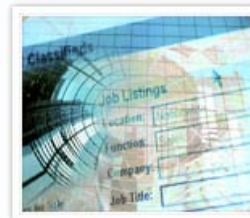
To register go the Alameda County SBDC's [website](#).

Attention Job Seekers: Attend the Upcoming Career Strategies Forum

The Northern Silicon Valley Partnership (NSVP), which includes the cities of Fremont, Hayward, Newark, and Union City, is hosting the Career Strategies Forum. This free event provides new skills for career development and job searching strategies. It is an opportunity for job seekers to network, have their resumes reviewed, and attend a variety of workshops.

Thursday, September 15, 8:30 a.m. - 12 Noon
Crowne Plaza Hotel
32083 Alvarado Niles Road
Union City, CA 94587

Space is limited, so please [pre-register](#).



"Be Green, Save Green" Program

The City of Fremont is partnering with PG&E and the Fremont Chamber of Commerce to help

Fremont's businesses become more energy efficient. The Business Energy Services Team (BEST) will be in your neighborhood soon to discuss low and no-cost measures to help you save money. They will be offering no cost energy efficiency surveys, quality assurance inspections, information on lighting & HVAC upgrades, and incentives to decrease installation costs.

For more information, please call 1-888-584-0441 or [email](#).

The City of Fremont Economic Development Department strives to help businesses grow in Fremont. Please contact us at (510) 284-4020 or by [email](#) if we can be of service to you.



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